



The Portfolio

Online

On paper

About
Chris Snowden

Writing and editorial services for
business, in print or online

Tel: 0118 954 0086

www.movingfinger.co.uk



Online

On paper



Prospects4Business
E-newsletter
<Extract>

MSM Coaching
Web content
<Link to site>

CA
E-newsletter articles
<Extract>



Online

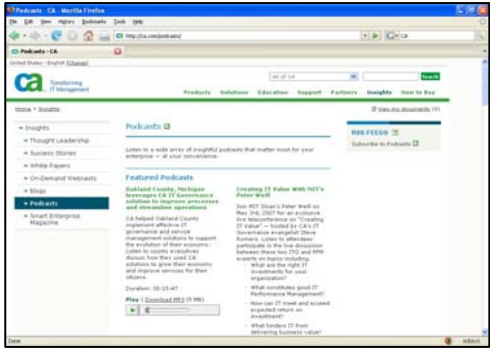
On paper



Vertical
Web content
<Link to site>



Grovelands
Web content
<Link to site>



CA
Podcast
<Extract>



Online

On paper



National Assessment Agency¹
XO newsletter
<Extract>

Improvement and Efficiency South East
Case study
<Extract>

Opus Pharmacy Services
Newsletter
<Extract>

¹ Now integrated with the Qualifications and Curriculum Authority



Moving FINGER

Online

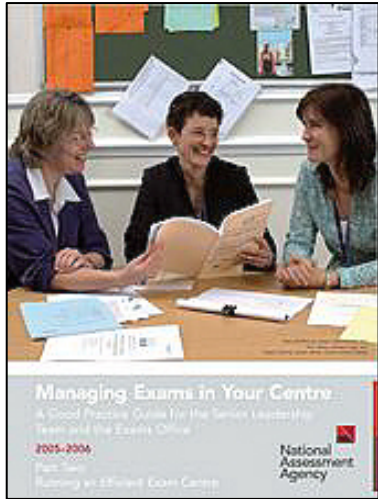
On paper



Docuplus
White paper
<Extract>



Crown House School
Prospectus
<Extract>



National Assessment Agency¹
Good Practice Guide
<Extract>

¹ Now integrated with the Qualifications and Curriculum Authority



Prospects4Business e-newsletter: The Leader

Article extract: Re-evaluate your value proposition in line with customer issues

Does your company have a value proposition, and when did you last review it? Now's the time to revamp it to meet today's business challenges.

With the economy in recession, IT is suffering just as much as any other industry. So much so, in fact, that no less an authority than the world's leading information technology research and advisory company, Gartner, forecasts a 3.8% or \$0.2 trillion decline in worldwide IT spending this year.

This slowdown is set to be worse than when the dotcom bubble burst in 2001 and will likely last through 2010. So what's to be done – cut prices and 'buy' business? No, better instead to revise your value proposition and make sure it's aligned to current market conditions.

Your value proposition is the reason why a customer buys from you. It defines the uniqueness of what you deliver and encompasses your customer's feelings about their overall buying experience, including the service they received and the people who provided it...





CA e-newsletter: CA: Connection

Article extract: Is IPTV heading for a customer services breakdown?



Subscriber take up of internet protocol television (IPTV) services is on the march as BT Vision's own figures clearly demonstrate – the 250,000 barrier was broken during the second quarter of 2008, double that of the end-2007 figure. In the States, AT&T forecasts one million subscribers by the end of the year for its U-verse IPTV service. If achieved that would represent a four-fold increase in just 12 months.

But as subscriber numbers and complexity of the services delivered through IPTV rise, there's a danger that providers will neglect the importance of customer services to the detriment of the service's long-term success. Managing the overall customer experience with IPTV is crucial to keeping subscribers happy – and making the service profitable...

...Huge numbers of customers trying to access a service at the same time puts an awful strain on the software and hardware that delivers the experience. We already have examples of IPTV platforms being used for movie ticket sales (based on the commercial that has just been aired), or for on-line banking (with partner banks).

Imagine the unexpected load on a messaging application, or a caller ID function, of an integrated VoIP service during a major sporting event...





CA: Federation podcast

Extract: Presenter intro

It's scheduled for a 15-fold market growth in the next three years.

It's going to impact customer-driven enterprises from financial services and telecoms to banking and government services.

And it's set to be the killer application of 2006....

What am I talking about? Federated identity management. Or federation, to you and I.

I'm Brian Matthew and in this CA podcast we'll be examining how your business can benefit from federation – by becoming part of a trusted partnership that allows customers, partners and employees to share easy and secure access to more resources and services.

And we'll be doing that in six bitesize audio chapters that you can listen to as a complete programme, or dip into, as you like.

Along the way I'll be talking to security management experts Simon Perry, Phil Stunt and Rudy de Sousa from CA, and Robert Temple, CIO at BT, who'll be explaining how BT is applying the federation process.

Moving
FINGER



IESE case study: Adur and Worthing councils moving into the next phase of their pioneering joint partnership

Extract: Summary



In 2007, two West Sussex district councils – Adur District Council and Worthing Borough Council – formally agreed to enter into a joint working partnership for the delivery of their local services using a single workforce and senior officer structure.

This is the first arrangement of its kind in local government in England and has been driven by the need to maintain and improve key local services at an acceptable level and cost to both local communities.

The key work towards services integration began in April 2008 with the implementation of the new single officer structure incorporating ten executive heads of service. Following approval of their respective business cases by members, the heads of service have now embarked on their individual service reviews which, by 2011/12, are set to achieve annual savings of £1.2 million.

Ian Lowrie, Joint Chief Executive, Adur District Council and Worthing Borough Council:

“When we embarked on our joint officer structure many commentators expressed doubt that it would work. The fact that it is in place at management level, and has delivered real savings and improvements, is why so many other councils are considering our lead...”





XO – The exams office newsletter

Extract: The XO factor – Amma Appiah



With teachers now effectively relieved of any invigilation duties thanks to the Workforce Agreement, responsibility falls to the exams office to recruit a reliable team of external invigilators – and not just any invigilators but those prepared to take on more responsibility and carry out their duties with authority.

For Amma, coming into the secondary sector from FE, this was exactly what she expected, but not what she found. “To be honest, the school’s invigilators were there to assist and not conduct exams. They had no experience of starting exams and weren’t comfortable in doing so,” recalled Amma. “They relied on the teachers totally.

“This meant there was an immediate problem in freeing up teachers’ time. Their authority was still crucial to the proper running of an exam because the invigilators didn’t know the candidates, and vice versa, and the girls tended to ignore any instructions they tried to give.”

Amma used the NAA’s invigilator training pack to develop her team and prepare them for a more proactive role.



Opus Pharmacy Services newsletter

Extract: New online availability will simplify competency assessments



Competency assessments for medication handling in care home, domiciliary, supported living and day care environments are now available online from the Opus Learning Room.

Designed to replace inconvenient and often impractical on-the-job assessments, our online alternative will test your staff's knowledge and skills in the safe administration of medicines. What's more, it will help your care service meet the current National Minimum Standards required by the Care Quality Commission (CQC) as well as the essential new compliance standards which are set to replace them in October 2010.

Save time and money

An Opus online assessment makes competency testing practical for any care provider. It can be completed in just 30 minutes, a fraction of the time normally required for a senior member of staff to assess the role in the workplace.

Each assessment is made up of a series of five video sequences simulating a typical care working scenario involving the administration of medicines. A given number of errors must be identified. The assessment also includes a range of multiple choice questions that test current knowledge and experience against real life situations.





Docuplus: White paper

Extract: TransPromo – a new marketing opportunity



With today's consumers disappearing under an avalanche of marketing messages delivered across a plethora of media, businesses are struggling to find fresh, cost efficient and effective ways to reach new audiences.

Statements of bank, credit card, phone or utility accounts are generally perceived as important by consumers and, as such, currently represent an under-exploited means of bringing other related marketing messages to their attention. Thanks to TransPromo, it is these everyday transaction documents that are set to generate more direct selling and relationship-building opportunities for companies.

TransPromo represents a fusion of the latest technological breakthroughs in digital colour printing and document management software with intelligent management of customer data. The result is a powerful communications channel that targets consumers with offers relevant to their preferences and interests through documents whose arrival is anticipated and which are read and kept for reference.

This white paper explores the world of TransPromo, highlights how it can fit into a modern marketing strategy and explains the considerations crucial to its effective deployment.





Crown House School: Prospectus

Extract: About Crown House



Crown House has been teaching both boys and girls between the ages of 4+ and 11+ for over 80 years, drawing its intake from a wide diversity of backgrounds and from right across the social and cultural spectrum. Today, it is the only surviving independent day school in High Wycombe.

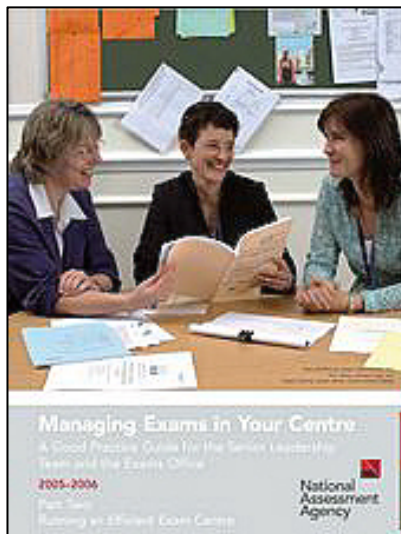
Throughout its history, Crown House has enjoyed an enviable reputation among local people for both the excellence of its teaching and the moderate level of its fees. In 2008, the Independent Schools Council – the independent sector’s regulatory body – found that ‘high standards are achieved in the core subjects leading to very good results in national tests at the age of eleven.’ Our teachers were also praised for their ‘conscientious and constructive’ marking of pupils’ work and for keeping good records of individual progress. ‘They show dedication and commitment to the pastoral care of the pupils, with whom they enjoy good relationships,’ the report concluded.

The school also enjoys membership of the Independent Schools Association through which our teachers have access to further training opportunities and our pupils to an additional range of sport and cultural activities.





NAA: Managing Exams in Your Centre A Good Practice Guide for the Senior Leadership Team and the Exams Office



Extract: Recognising the Importance of the Exams Officer

Your exams officer is vital to the successful administration of exams, yet it is a role easily misunderstood and under appreciated by members of senior management not involved in exams on a day-to-day basis.

The exams officer plays a key part in helping candidates achieve— for example, by, entering them for the right exams, correcting form errors with the minimum of fuss and making enquiries when necessary . It is a pivotal role and a primary source of the essential management information required for the running of an efficient exams centre .

With the exception of Northern Ireland, there is a general move towards the recruitment of full-time exams officers as members of centre support staff with the implementation of the National Agreement on Raising Standards and Tackling Workload (see appendix 2).

As members of an integrated centre team, they will benefit from senior management involvement in making the exams office's ongoing effectiveness a top priority.

Moving
FINGER



Chris Snowden
Copywriter



About Chris Snowden

BA (Hons) Degree in English History

Member of the British Association of Communicators in Business

Since 2000, I've provided a professional copywriting service for businesses and organisations of all types – from sole traders and SMEs to large organisations in both the public and private sectors – either working direct or through marketing and design consultancies. Thanks to my 20 years in PR account management, I also have the know-how to source and project manage other production elements such as photography, design, artwork and print for a total concept-to-completion service.

In addition to the clients featured in this portfolio, Moving Finger has completed projects for **3M (UK)** (appointed an official supplier June 2007), the **Thames Valley Economic Partnership, Mabey & Johnson, Audatex**, the **Learning and Skills Council** (Hertfordshire) and **Vodafone IT**. Agencies and consultancies I work with include **Industry**, the **Marketing Helpdesk, Incognate** and **Ruxley Communications**.

My previous PR career included spells with **Dennis Davidson Associates** and **TVTimes** in London, the **HPS Group** in High Wycombe and **Barrett Howe** in Windsor, latterly working mostly in the b2b sector. Clients included **Vodafone IT, Michelin Tyre, DeWalt Power Tools, Ambi-Rad Group, Dawn Foods** and **Verco Office Furniture**.